

## Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

### Listing of Claims:

1. (Currently Amended) A method executed by at least one computer processor for providing metadata-selected advertisements, with other media comprising:  
receiving media comprising at least one object and metadata, wherein the metadata is associated with the object and contains a description of the object;  
displaying the media and the object on a viewing device;  
selecting an receiving a user selection of the object within a viewing plane of a displayed on the viewing device;  
reading processing metadata associated with the object selected by the user; and  
selecting an advertisement related to the object based on the description contained in the metadata.

2. (Currently Amended) The method of claim 1 further comprising displaying the selected advertisement on the viewing device.

3-5. (Cancelled)

6. (Currently Amended) The method of claim [[4]] 1 wherein the metadata is received on a broadcast channel on which ~~other~~ the media is also received.

7. (Currently Amended) The method of claim [[4]] 1 wherein the metadata is received on a separate broadcast channel from ~~other~~ the media.

8. (Original) The method of claim 1 further comprising storing the metadata.

9. (Original) The method of claim 8 wherein the metadata is stored on a single storage device.

10. (Original) The method of claim 8 wherein the metadata is stored on a plurality of storage devices.

11. (Currently Amended) The method of claim 1 further comprising receiving the selected advertisement.

12. (Currently Amended) The method of claim 11 wherein the selected advertisement ~~received~~ is received within ~~other~~ the media.

13. (Currently Amended) The method of claim 11 wherein the selected advertisement is received on a broadcast channel on which ~~other~~ the media is also received.

14. (Currently Amended) The method of claim 11 wherein the selected advertisement is received on a separate broadcast channel from ~~other~~ the media.

15. (Currently Amended) The method of claim 1 further comprising storing the selected advertisement.

16. (Currently Amended) The method of claim 15 wherein the selected advertisement is stored on a single storage device.

17. (Currently Amended) The method of claim 15 wherein the selected advertisement is stored on a plurality of storage devices.

18. (Currently Amended) A method executed by at least one computer processor for providing metadata-selected advertisements, ~~with other media~~ comprising:

receiving media and metadata, wherein the metadata is associated with the media and contains a description of the media;

reading processing the metadata;

selecting an advertisement related to the media based on the description contained in the metadata;  
and

displaying the selected advertisement.

19. (Cancelled)

20. (Currently Amended) The method of claim 18 wherein the metadata is received on a broadcast channel on which ~~other~~ the media is also received.

21. (Currently Amended) The method of claim 18 wherein the metadata is received on a separate broadcast channel from ~~other~~ the media.

22. (Original) The method of claim 18 further comprising storing the metadata.

23. (Original) The method of claim 22 wherein the metadata is stored on a single storage device.

24. (Original) The method of claim 22 wherein the metadata is stored on a plurality of storage devices.

25. (Currently Amended) The method of claim 18 further comprising receiving the selected advertisement.

26. (Currently Amended) The method of claim 25 wherein the selected advertisement is received within ~~either~~ the media.

27. (Currently Amended) The method of claim 25 wherein the selected advertisement is received on a broadcast channel on which ~~either~~ the media is also received.

28. (Currently Amended) The method of claim 25 wherein the metadata is received on a separate broadcast channel from ~~either~~ the media.

29. (Currently Amended) The method of claim 18 further comprising storing ~~[[an]]~~ the selected advertisement.

30. (Currently Amended) The method of claim 29 wherein the selected advertisement is stored on a single storage device.

31. (Currently Amended) The method of claim 29 wherein the selected advertisement is stored on a plurality of storage devices.

32. (Currently Amended) A method executed by at least one computer processor for providing metadata-selected advertisements, ~~with other media~~ comprising:

receiving media and metadata, wherein the metadata is associated with the media and contains a description of the media;

reading processing the metadata;

selecting an advertisement related to the media based on the description contained in the metadata;

downloading [[an]] the advertisement based on the metadata; and

displaying the advertisement.

33. (Currently Amended) The method of claim 32 wherein the metadata further contains a source address.

34. (Original) The method of claim 33 wherein the source address is a Uniform Resource Locator.

35. (Original) The method of claim 33 wherein the source address is a telephone number.

36. (Currently Amended) A method executed by at least one computer processor for providing metadata-selected advertisements, ~~with other media~~ comprising:

receiving media and metadata, wherein the metadata is associated with the media and contains a description of the media;

processing the metadata;  
selecting an advertisement related to the  
media based on the description contained in the metadata;  
monitoring the metadata-selected  
advertisement;  
collecting data on the metadata-selected  
advertisement; and  
recording the data.

37. (Currently Amended) A system for providing metadata-selected advertisements with other media comprising:

a receiver that receives media containing at least one object and metadata, wherein the metadata is associated with the object and contains a description of the object;

a viewing device that displays the media and the object;

a user input device that receives a user input selection of the object displayed on the viewing device; and

a processor that selects an object, that reads operative to: process the metadata associated with the object[[,]] selected by the user; that select[[s]] an advertisement related to the object based on the description contained in the metadata of the object<sub>7i</sub>; and that causes display the selected advertisement to be displayed on the viewing device.

38. (Cancelled)

39. (Cancelled)

40. (Currently Amended) The system of claim 37 wherein the receiver receives the metadata on a broadcast channel on which the receiver also receives ~~either~~ the media.

41. (Currently Amended) The system of claim 37 wherein the receiver receives the metadata on a different broadcast channel from ~~either~~ the media.

42. (Original) The system of claim 37 further comprising a storage unit that stores metadata.

43. (Currently Amended) A system for providing metadata-selected advertisements ~~with other media~~ comprising:

a viewing device;

a receiver that receives media and metadata,  
wherein the metadata is associated with the media and  
contains a description of the media; and

a processor that reads operative to: process  
the metadata[[,]]; that select[[s]] an advertisement  
related to the media based on the description contained in  
the metadata[[,]]; and that causes display the selected  
advertisement to be displayed on the viewing device.

44. (Cancelled)

45. (Currently Amended) The system of claim 43 wherein the receiver receives the metadata on a broadcast channel on which the receiver receives ~~either~~ the media.

46. (Currently Amended) The system of claim 43 wherein the receiver receives metadata on a different broadcast channel from ~~other~~ the media.

47. (Original) The system of claim 43 further comprising a storage unit that stores the metadata.

48. (Currently Amended) A system for providing metadata-selected advertisements ~~with other media~~ comprising:

a viewing device;

a receiver that receives media and metadata,  
wherein the metadata is associated with the media and  
contains a description of the media; and

a processor that reads operative to: process  
the metadata[[,]]; select an advertisement related to the  
media based on the description contained in the metadata;  
~~that causes an~~ download the selected ~~advertisement to be~~  
~~downloaded based on information contained in the~~  
metadata[[,]]; and that causes display the selected  
~~advertisement to be displayed on the viewing device.~~

49. (Cancelled)

50. (Currently Amended) The system of claim 48 wherein the receiver receives the metadata on a broadcast channel on which the receiver also receives ~~other~~ the media.

51. (Currently Amended) The system of claim 48 wherein the receiver receives metadata on a different broadcast channel from ~~other~~ the media.



52. (Original) The system of claim 48 further comprising a storage unit that stores the metadata.

53. (Currently Amended) A system for providing metadata-selected advertisements ~~with other media~~ comprising:

a receiver that receives media and metadata, wherein the metadata is associated with the media and contains a description of the media;

a storage device; and

a processor ~~that~~ operative to: process the metadata, select an advertisement related to the media based on the description contained in the metadata;  
~~monitor[[s]] the metadata-selected advertisements, that;~~  
~~collect[[s]] [[the]] data relating to the metadata-selected advertisement[[s,]]; and record the collected data on the~~  
storage device ~~that causes the data to be recorded; and~~  
~~a storage device that stores the data.~~